



Print Date 08/22/12

Page 1 of 3

Contract / Revision 307009 /

Original Date / Revision
08/03/12 08/22/12

Advertiser **Quayle / Republican / Congr**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product
Quayle for AZ CD-6 2012

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **820828**

Alt Order #

Billing Type	Cash
--------------	------

Order Type	GENERAL
------------	---------

Billing Cycle	EOM/EOC
---------------	---------

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes	POL	POL	CAND
-----------	-----	-----	------

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%
0%	0%

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	17	\$6,885.00	\$8,100.00	0.00
September 2012	3	\$1,062.50	\$1,250.00	0.00
Totals	20	\$7,947.50	\$9,350.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	17	\$6,885.00	\$8,100.00	0.00	07/30/12	08/26/12	17	\$6,885.00	\$8,100.00
September 2012	3	\$1,062.50	\$1,250.00	0.00	08/27/12	08/27/12	3	\$1,062.50	\$1,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	08/20/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M- - - - -	:30	1	\$1,000.00	P-6	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M- - - - -		1				\$1,000.00		0.00			
		Week: 08/27/12	09/02/12	M- - - - -		1				\$1,000.00		0.00			
N 4	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	- - - - F - -	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		Rate Reduced from \$1500 due to LUR													



KNXV

Print Date: 08/22/12

Page 2 of 3

Contract / Revision **307009** Flight Dates **08/20/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Quayle / Republican / Cong** Product **Quayle for AZ CD-6 2012**

Estimate # **820828**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
Rate Reduced from \$1500 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	----F--					1	\$1,000.00		0.00		
N 7	KNXV	08/21/12	08/21/12	Tuesday Prime B Tuesday Prime B	CM	8pm-9pm	-T-----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-T-----					1	\$1,000.00		0.00		
N 9	KNXV	08/20/12	08/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	3	\$225.00	P-6	0.00 NM	3	\$675.00
makegood spots from order # 306949														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MTWTF--					3	\$225.00		0.00		
N 10	KNXV	08/20/12	08/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	3	\$250.00	P-6	0.00 NM	3	\$750.00
makegoods from order# 306949														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MTWTF--					3	\$250.00		0.00		
N 11	KNXV	08/21/12	08/21/12	Tuesday Prime B Tuesday Prime B	CM	8pm-9pm	-T-----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-T-----					1	\$1,000.00		0.00		
N 12	KNXV	08/21/12	08/21/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-T-----					1	\$1,500.00		0.00		
N 13	KNXV	08/20/12	08/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	2	\$250.00	P-6	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MTWTF--					2	\$250.00		0.00		
N 14	KNXV	08/20/12	08/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	1	\$225.00	P-6	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MTWTF--					1	\$225.00		0.00		
N 15	KNXV	08/24/12	08/24/12	M-F 5-6am M-F 5-6am	CM	5am-6am	----F--	:30	1	\$50.00	P-6	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	----F--					1	\$50.00		0.00		
N 16	KNXV	08/27/12	08/27/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-----	:30	1	\$50.00	P-6	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	M-----					1	\$50.00		0.00		
N 17	KNXV	08/23/12	08/23/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	---T---	:30	1	\$200.00	P-6	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	---T---					1	\$200.00		0.00		
N 18	KNXV	08/24/12	08/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	----F--	:30	1	\$200.00	P-6	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	----F--					1	\$200.00		0.00		
N 19	KNXV	08/27/12	08/27/12		CM	4pm-430pm		:30	1	\$200.00	P-6	0.00 NM	1	\$200.00



KNXV

Print Date: 08/22/12

Page 3 of 3

**KNXV-TV
PHOENIX**

Contract / Revision **307009** Flight Dates **08/20/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Quayle / Republican / Cong** Product **Quayle for AZ CD-6 2012**

Estimate # **820828**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4pm-430pm			M-----								
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$200.00		0.00			
														Totals	20 \$9,350.00

*Tax 1 Note: Tax 0.5%.